Google Slide Speaker Notes:

**Slide 1 – Title Page**

“Instacart: A Market Basket Analysis with Customer and Product Segmentation”

**Slide 2 – “What Is Instacart”?**

“Instacart is an American company currently operating a grocery delivery service in the United States and Canada. It allows customers to order groceries from participating retailers via the Instacart app with the shopping being done and delivered to the customers’ door by a personal shopper.”

**Slide 3 – Instacart CEO Quote**

“In a matter of a couple of weeks, we were already ahead of our end-of-year goal. A week later, we were ahead of our 2021 goals, and a few days after that, we were ahead of our 2022 goals.”

“Instacart CEO, Apoorva Mehta, is quoted here referencing the soaring Instacart activity in the early stages of COVID-19. As early as February 2020, Instacart reported noticing an increase in orders for home essentials such as toilet paper. During the subsequent lockdown, Instacart became an essential service for millions of Americans trapped at home. Even now as COVID restrictions are being lifted, analysts expect sustained growth in this field as Instacart users have discovered the ease of ordering online and now prefer it to the traditional grocery shopping experience. This prediction is unsurprising with Instacart boasting an estimated 9.6 million active users, over 500,000 delivery shoppers and in March 2021, the company being valued at $39 billion.”